



American Café



Quick Guide

Company Guide to American Café



USA PAVILION



Purpose:

The Foreign Agriculture Service (FAS) organizes USA Pavilions at major international trade shows. Services include providing exhibitors with a booth, advance publicity, product shipment, and assistance with customs clearance.

Why should our company participate in a trade show?

International trade shows are "one-stop shops" that provide high visibility for your company and allows you to further analyze local markets and assess competition.

- Trade shows are cost-effective and serve as an efficient marketing tool for exporters.
- Trade shows provide in-country market research and opportunities for product testing.
- Trade shows offer opportunities to meet important distributors and agents.

For details on upcoming shows, visit our website: www.fas.usda.gov/agexport/tsinfo.html

What if our company is export ready, but unable to attend trade shows?

Throughout the United States, there are many small and medium sized businesses that have the ability to supply the demand by potential importers, but for various reasons are unable to participate in a trade show.

- There are many reasons why companies may not be able to participate, such as:
 - \$ Financial
 - \$ Personnel
 - \$ Uncertain about market potential
 - \$ Unfamiliar with market structure
- The American Café was created to serve companies that may encounter these difficulties.



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What is the American Café?

The American Café is a special area within the USA Pavilion where you can display and highlight your products at international shows, without the expenses associated with a full booth. Your sample products will be prepared and distributed to potential importers by USDA overseas or Trade Show Office Staff. We will send you feedback and leads immediately after the show, providing you with the opportunity to follow up with potential buyers or importers.

Reasons for your company to be involved in American Café:

- American Café serves as an option for small agribusinesses that are not financially able to participate in terms of an actual booth in the USA Pavilion.
- Allows companies to send products for a minimal cost and receive new market exposure.
- Lead forms that are provided by your company or FAS (upon request) are filled out by potential importers and buyers that sample your products, these forms are then returned to your company by FAS after the show is completed.

How Do I Get My Products Involved?

Application:

Filling out an application to arrange for your company's products to be exhibited at an international trade show is one of the most important tasks. Space is limited within the American Café, and is available on a first-come, first-serve basis. To take advantage of this excellent opportunity you must complete the application and return it to the contacts listed on the application as soon as possible.

Fees:

The fees for American Café are minimal and cover the following:

- Exhibit space
- Personnel (FAS or hired staff will be on-site to consult with potential importers)
- Pre-show promotion
- Invitations to potential buyers
- Payment of fees can be made by a major credit card or check
- Fees are non-refundable and will be specified on the American Café application

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Shipping:

- The address to ship your products will be provided on the application.
- Shipping instructions and coverage may vary by type of show.
- Be sure to mark all boxes **American Café** in bold markings.
- Be sure to include all promotional materials with your shipment of actual products.
- When shipping is included in the fee, shipments may not exceed 100 lbs., and any additional weight will be charged to the company. FAS reserves the right to change weight requirements if conditions arise.
- Customs issues will be handled by FAS or the consolidator, but if you should have questions you may reference our website at:
 - www.fas.usda.gov/agexport/requires.html
- If you have any questions concerning your shipment contact the American Café coordinator (contact information will be provided on the application form).

On-Site Set Up:

- The Café will have an inviting atmosphere, yet it will also deter attendees from staying extended lengths of time.
- Complimentary products will be displayed together i.e. peanut butters and jellies.
- Products will be displayed during various times of the day, specifically during times that best suits the product, i.e. lighter food will be served during the morning, wines and desserts will be displayed after 3:00pm.
- Displays will be set up by either the contracted exhibitor or FAS employees.